



Interactive Customer Evaluation (ICE)

Calendar Year ICE Analysis

2010

Fort Hood, Texas

U.S. Army garrison Fort Hood provides units the installation capabilities, services and a quality of life for the Fort Hood Soldiers, Families, and Community commensurate with their service in order to enable Forces to execute expeditionary operations in a time of persistent conflict.

Fort Hood – The Army’s Premier Installation



Supporting the Success of the ICE Program



Areas that continue to contribute to the Success of the ICE Program:

- Involvement of the Garrison Commander, Garrison Staff, Directorates, and External Agencies
- **11** ICE Service Provider/CLDP training sessions conducted in 2010
- **331** Service Provider Managers and customer service personnel trained
- Training manuals, brochures, comment cards, posters, business cards and ICE promotional items distributed throughout Fort Hood through various means
- Over 250 ICE comment card boxes in use across Fort Hood
- **11** Army One-Stop kiosks/**20** ICE only kiosks located strategically throughout Fort Hood
- **271** Service Providers on ICE; **468** total ICE Managers



Fluctuation of Satisfaction Percentages



Why the Fluctuation in Satisfaction Percentages?

- Percentages are compiled of all service providers across Fort Hood and the satisfaction rating is a roll up of the 271 service provider accounts.
- Many factors weigh in on customers' feelings regarding services provided, all of which cannot be measured to an exact science on any given month.
- Customers do not experience the same level of customer satisfaction from month to month for various reasons.
- Customers react differently to different situations.
- Human nature is difficult to measure in regards to customer service.



Quad Chart Analysis of the ICE Bar Graphs (slides 6-9)



Comparison of Comments by Year (Slide #5)

- Numbers indicate a significant increase, especially from 2008-2010.
- Customer satisfaction percentages have remained in the green (85-100%) over the past four years (above 90%).
- 2009 was the first full year that ICE has been used by the majority of Fort Hood service providers.
- Comments alone indicate an increased usage rate and increased level of customer satisfaction from 2009-2010.

Comparison of ICE Comments by Month (Slide #6)

- Customer satisfaction level remained at 91% or higher for the entire year.
- A difference of 1,976 comments exist between the lowest and highest number of comments submitted (Feb-Mar).
- An average of 2,167 comments were submitted monthly.
- Numbers only indicate level of satisfaction where the customer indicated they were satisfied or not.

Comparison of Comments by Agency (Slide #7)

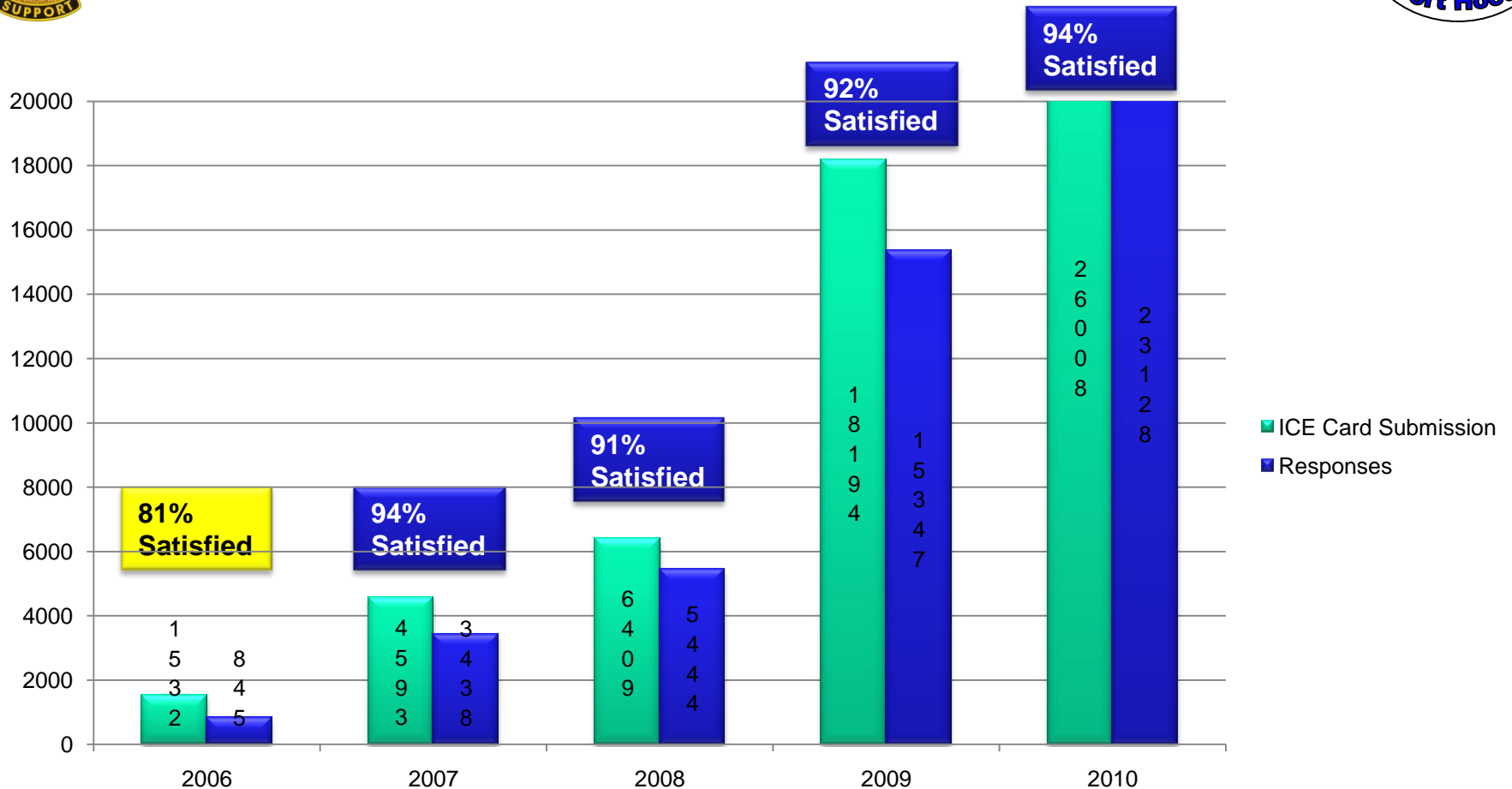
- Slide shows 86% of total comments submitted were submitted to the Garrison (26,008 of 30,099 = 86%).
- Agencies such as MEDDAC, DENTAC, AAFES, and DeCA are below the standard (85% or higher on customer satisfaction) and have remained at this level for the past two years.
- Additional feedback programs (other than ICE) are used by AAFES, DeCA, DENTAC and MEDDAC.

Total Card Submission Report for Garrison (Slide #8)

- Slide shows a variance of usage within the different directorates.
- 7 of the 13 directorates listed are in the green for satisfaction percentages.
- Of the top 7 directorates, the Directorate of Emergency Services depicts the lowest satisfaction level for the second year running.
- The most comments submitted are for DPTMS, which account for 48% of total comment cards submitted.



Comparison of ICE Comments by Year (2006-2010) Garrison Only



Note: Response column indicates those comment cards where the customer indicated whether they were satisfied or not.

Satisfaction Questions (%):

100%-85%

84%-65%

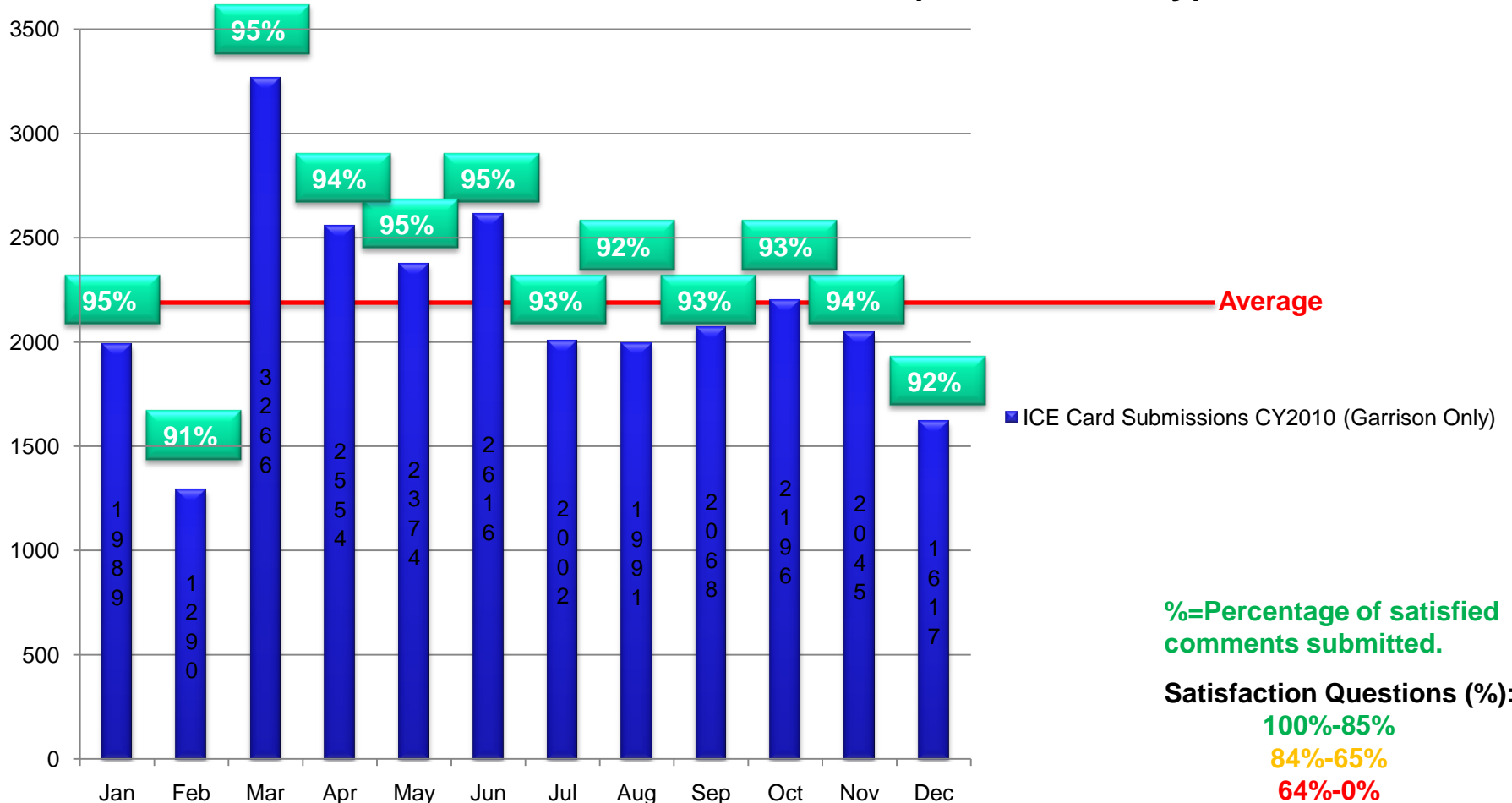
64%-0%



Comparison of ICE Comments by Month (2010)



ICE Card Submissions CY2010 (Garrison Only)

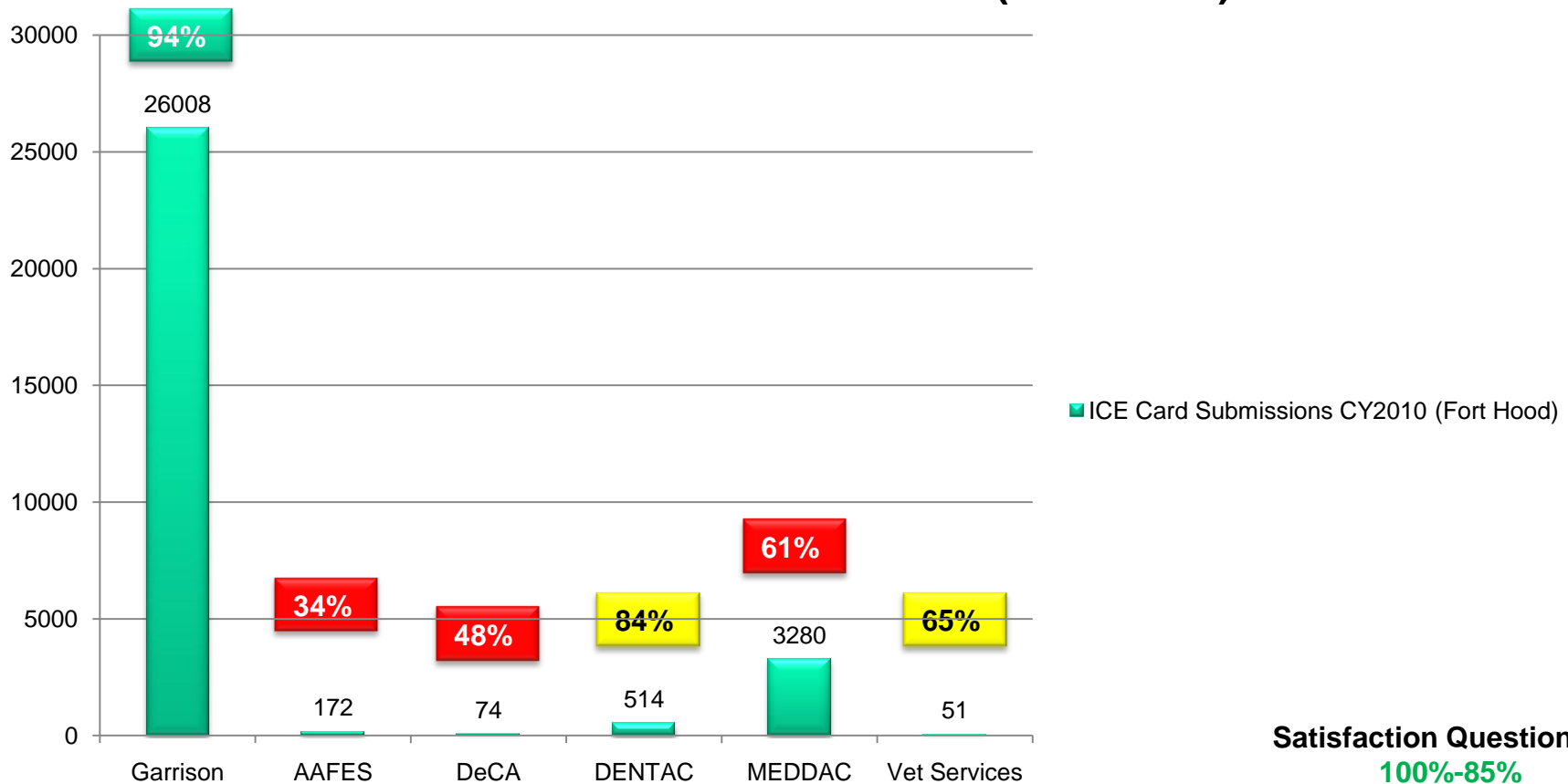




Comparison of ICE Comments by Agency (2009)



ICE Card Submissions CY2010 (Fort Hood)



Satisfaction Questions (%):

100%-85%

84%-65%

64%-0%



Total Card Submission Report for Garrison (2009)



Total Card Submission Report

Broken down by Garrison Directorates

(Total Number of Cards Submitted + Customer Satisfaction Indication)

	Card Submissions	Satisfaction Question Responses	% Satisfied
Organizations below Fort Hood Garrison			
Directorate of Aviation Operations	199	103	98%
Directorate of Emergency Services	263	201	63%
Directorate of Human Resources	3277	2702	88%
Directorate of Logistics	3366	3248	96%
Directorate of Morale, Welfare and Recreation	1689	1317	73%
Directorate of Plans, Training, Mobilization and Security	12576	11828	99%
Directorate of Public Works	2533	2199	88%
Equal Employment Opportunity Office	5	5	40%
Installation Safety Office	10	9	44%
Plans, Analysis and Integration Office	145	60	67%
Public Affairs Office	41	17	47%
Religious Services Office	37	29	97%
Resource Management Office	18	14	93%

Satisfaction Questions (%):

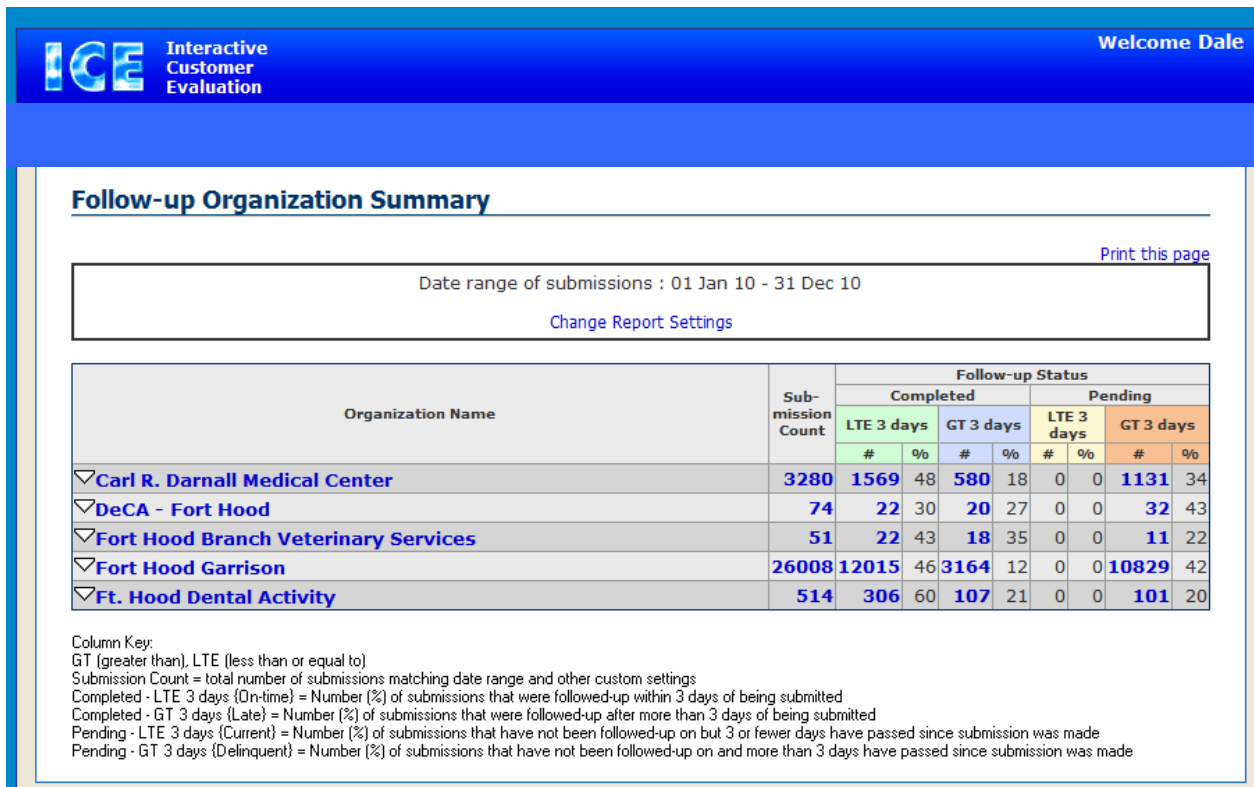
100%-85%

84%-65%

64%-0%



Comment Card Response Report - All Comments (2010)



- The Garrison standard is to respond to comments that are negative in nature as well as those comments where the customer requested a response. This slide includes all comments (both positive, negative and those which do not indicate a satisfaction level), even those that are not required to be responded to.
- Although there are comments that show up in the “Pending” column in the above snapshot, the majority of the comments are not required to be responded to.
- This slide simply shows the timeframe that comments were responded to in 2010.



Comment Response Report - Required Response (2010)



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Follow-up Organization Summary

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Date range of submissions : 01 Jan 10 - 31 Dec 10
- Only submissions with Response Requested are included in this report
[Change Report Settings](#)

Organization Name	Sub- mission Count	Follow-up Status							
		Completed				Pending			
		LTE 3 days		GT 3 days		LTE 3 days		GT 3 days	
		#	%	#	%	#	%	#	%
▼ Carl R. Darnall Medical Center	796	536	67	228	29	0	0	32	4
▼ DeCA - Fort Hood	22	10	45	11	50	0	0	1	5
▼ Fort Hood Branch Veterinary Services	13	8	62	4	31	0	0	1	8
▼ Fort Hood Garrison	1493	1173	79	300	20	0	0	20	1
▼ Ft. Hood Dental Activity	56	42	75	11	20	0	0	3	5

Column Key:

GT (greater than), LTE (less than or equal to)

Submission Count = total number of submissions matching date range and other custom settings

Completed - LTE 3 days (On-time) = Number (%) of submissions that were followed-up within 3 days of being submitted

Completed - GT 3 days (Late) = Number (%) of submissions that were followed-up after more than 3 days of being submitted

Pending - LTE 3 days (Current) = Number (%) of submissions that have not been followed-up on but 3 or fewer days have passed since submission was made

Pending - GT 3 days (Delinquent) = Number (%) of submissions that have not been followed-up on and more than 3 days have passed since submission was made

- The IMCOM standard for responding to customers who have requested to be contacted is 15% or less; Garrison and all agencies external to Garrison have met this standard.
- Slide depicts the number of cards where the customer requested a response (positive and negative).
- The columns above show the timeframe in which the comments were responded to. Example: for Garrison, out of 1493 comments, 320 customers were contacted outside of the set standard, which is 72 hours (3 working days). Comments captured are for customers that left contact info.



Question Summary Report (2010)



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Question Summary for Fort Hood Garrison

Note: These are the mandated questions that appear on all comment cards. Other questions are specific to the individual service providers or questions mandated by directors or division chiefs (averages not available).

*DoD Required Questions			
Overall Satisfaction Question	Responses	% Satisfied	-
Were you satisfied with your experience at this office / facility?	23128	● 94%	-
Standard Scale Questions	Responses	Average Rating	% Top Rating
Facility Appearance	21524	● 4.69	73%
Employee/Staff Attitude	23740	● 4.71	78%
Timeliness of Service	22492	● 4.64	75%
Hours of Service	21945	● 4.69	74%
Yes/No Questions	Responses	% Yes	-
Did the product or service meet your needs?	21904	● 95%	-

Ratings are not meaningful until at least 25 responses have been entered.

Status Indicators:

Satisfaction and Yes/No Questions (Percentage):

● 100%-85% ▼ 84%-65% ● 64%-0%

Standard Scale Questions (Average Rating):

● 5.00-4.00 ▼ 3.99-2.75 ● 2.74-0

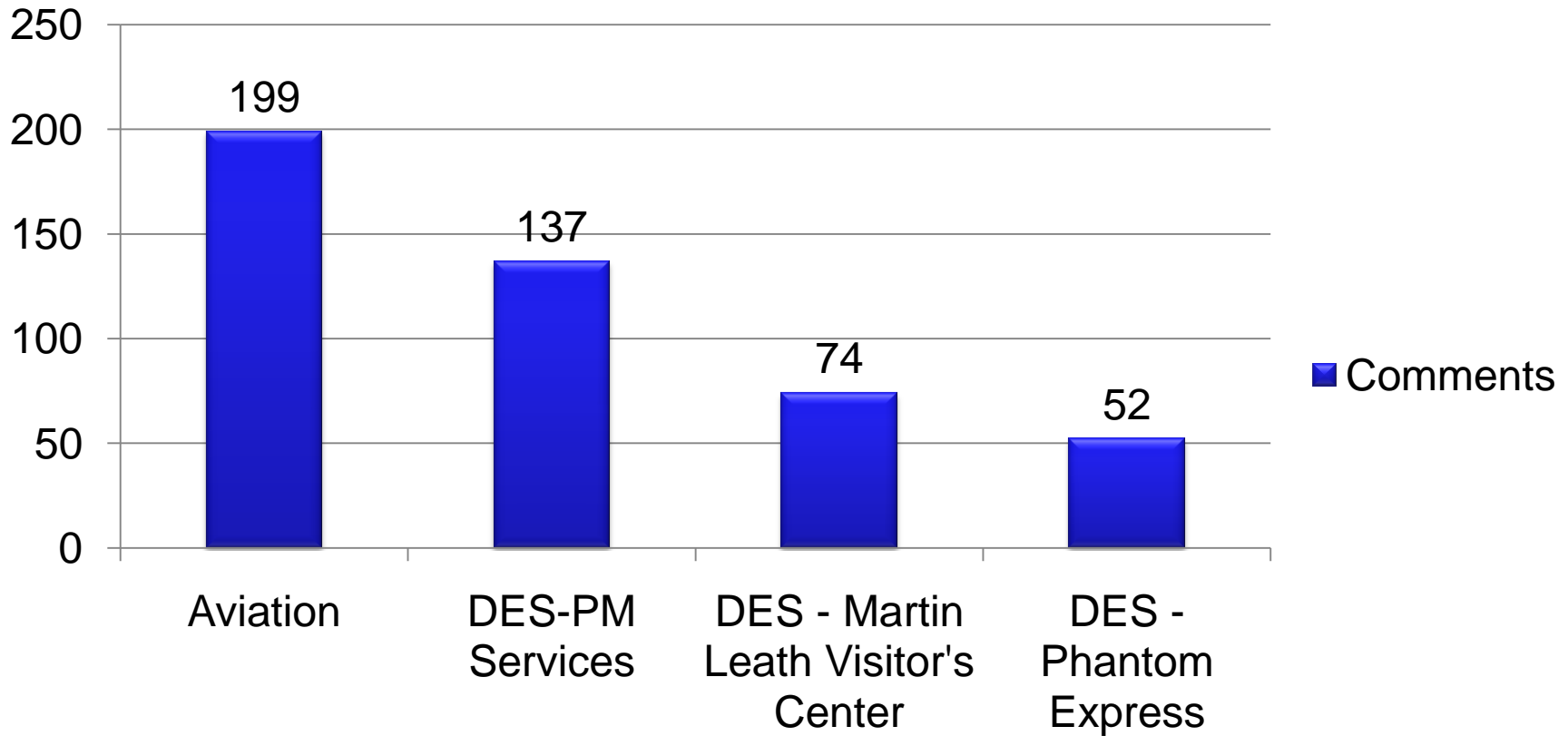
Note that the Garrison's rating for Employee/Staff Attitude is 4.71 out of 5.00.



Breakdown of ICE Comments by Service Provider



Comments

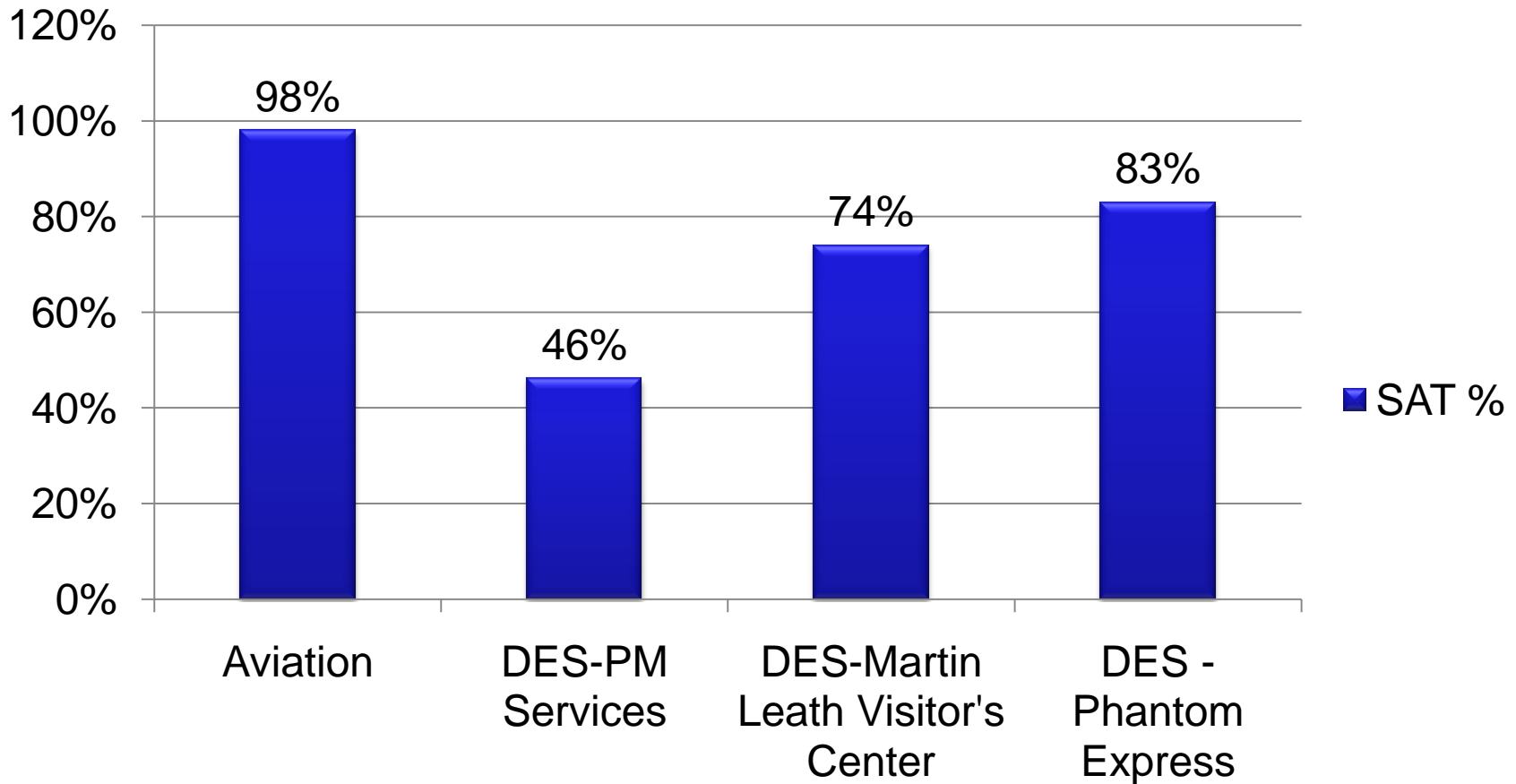




Breakdown of ICE Comments by Service Provider



SAT %

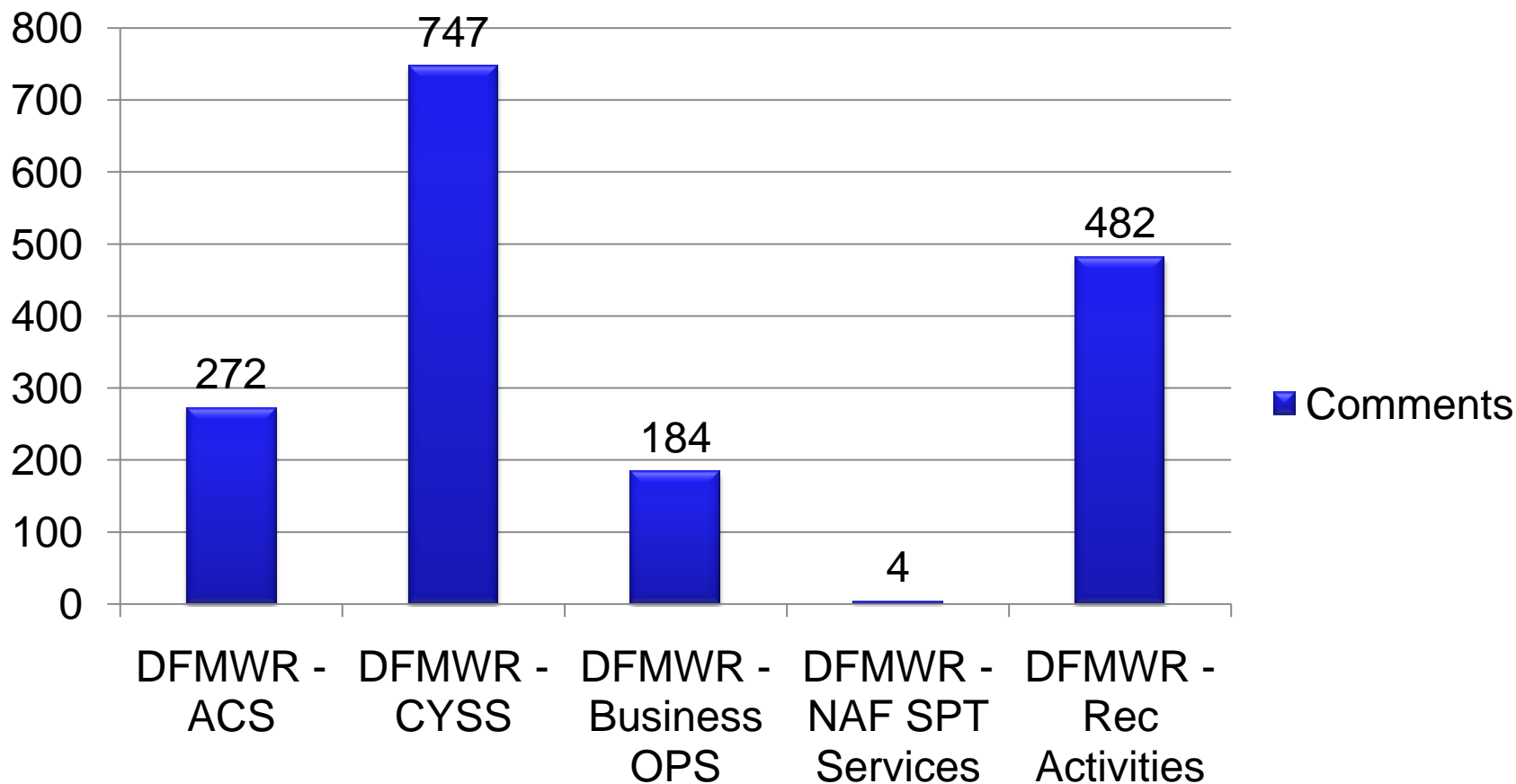




Breakdown of ICE Comments by Service Provider



Comments

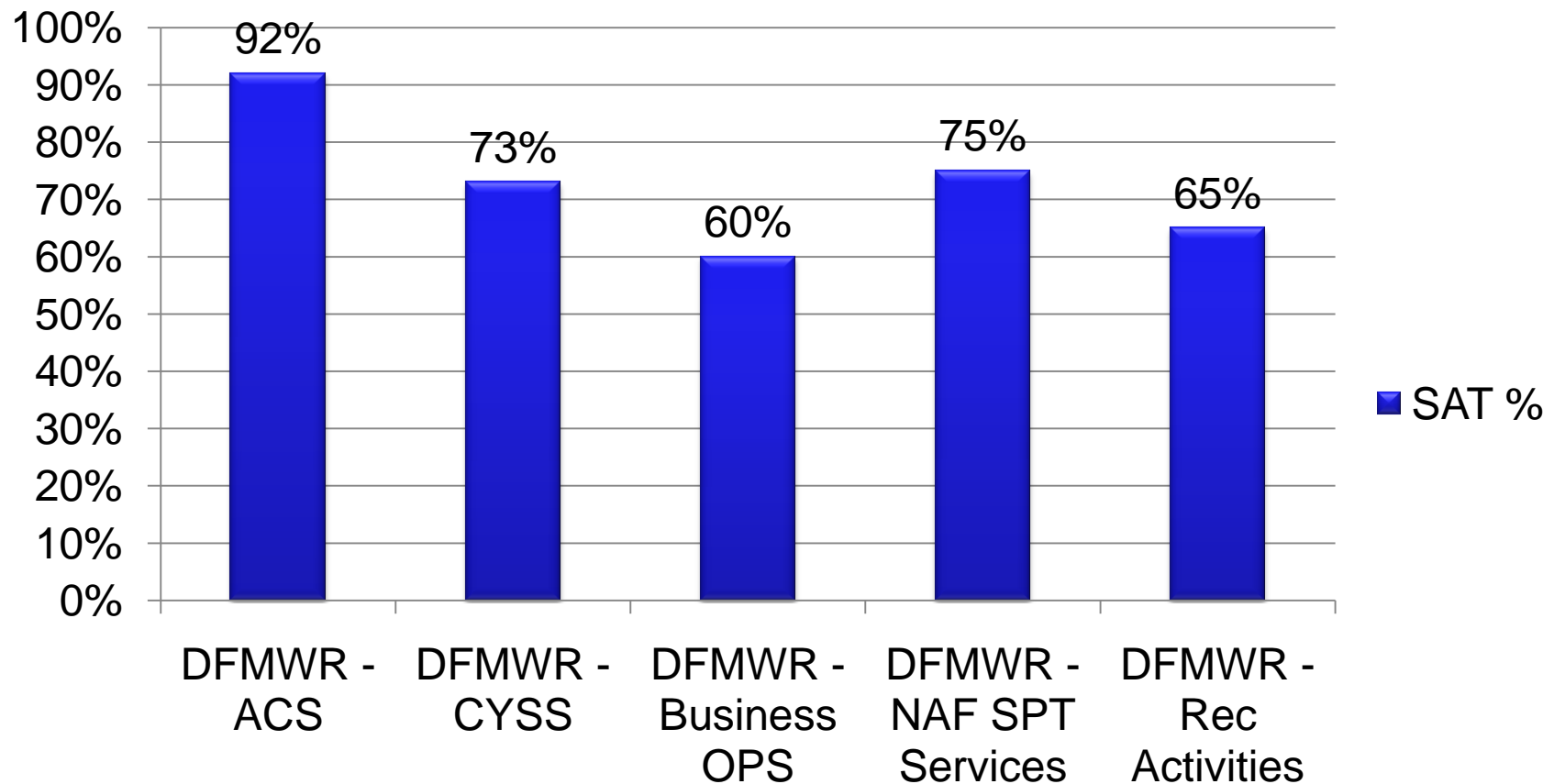




Breakdown of ICE Comments by Service Provider



SAT %

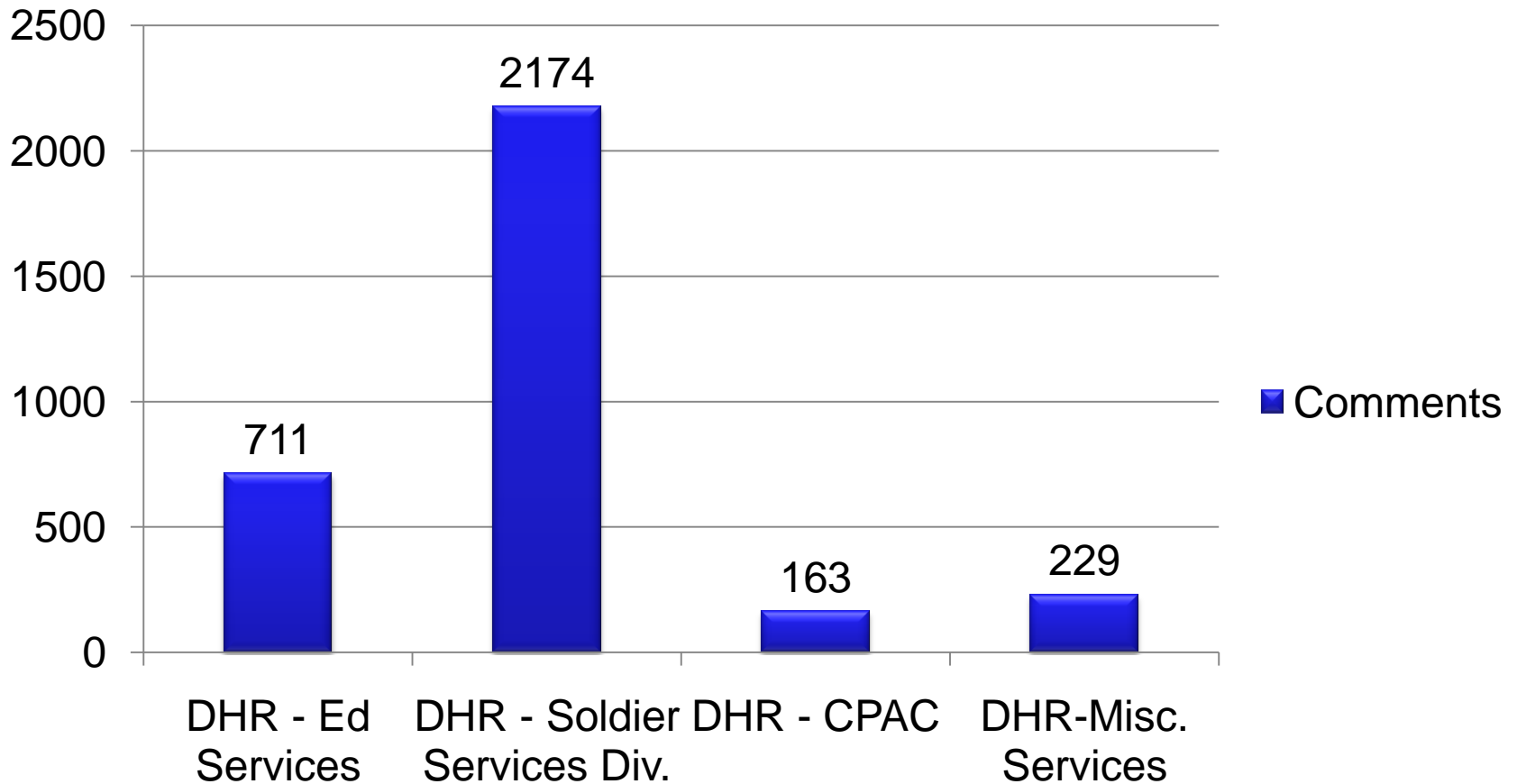




Breakdown of ICE Comments by Service Provider



Comments

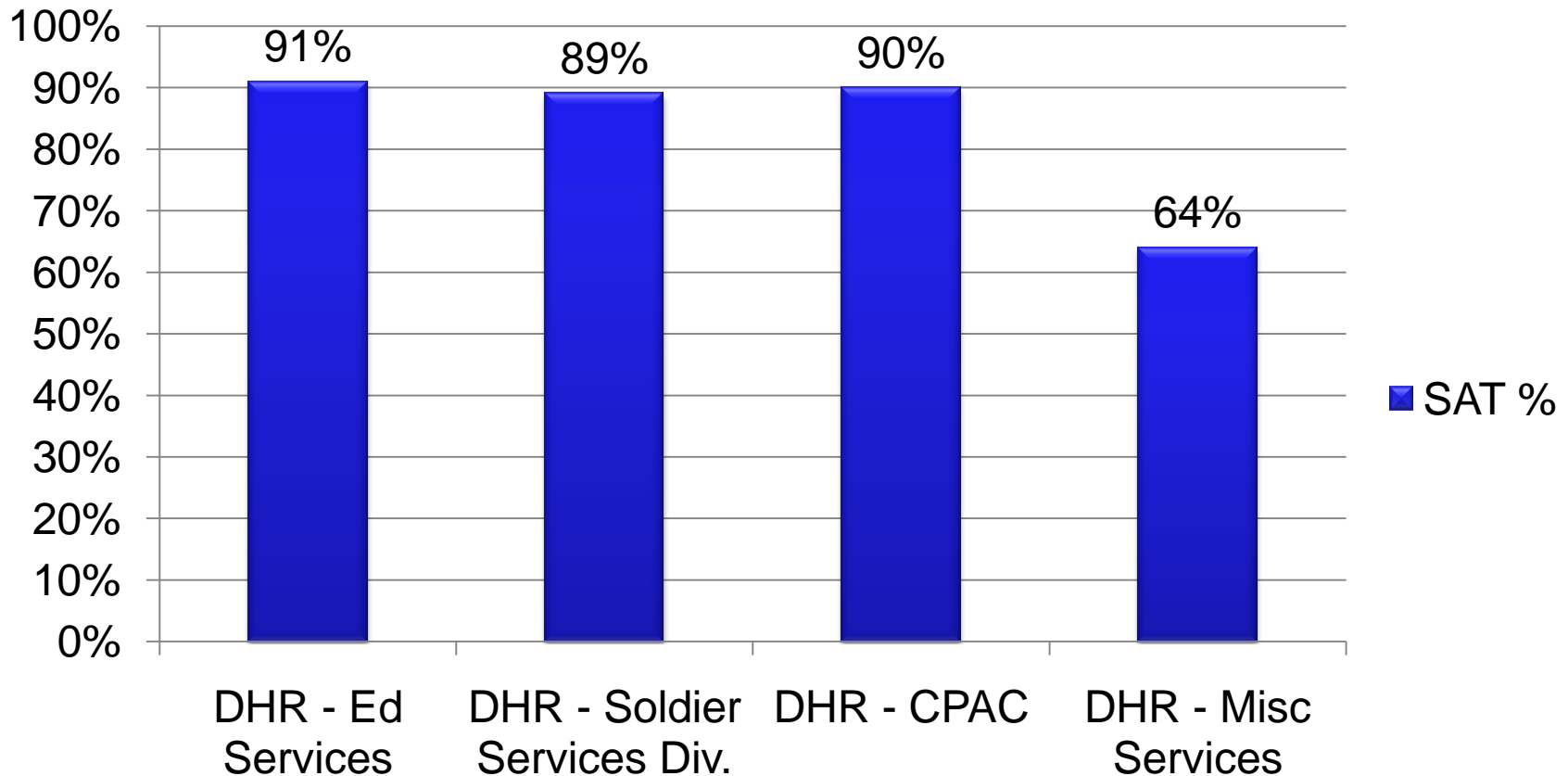




Breakdown of ICE Comments by Service Provider



SAT %

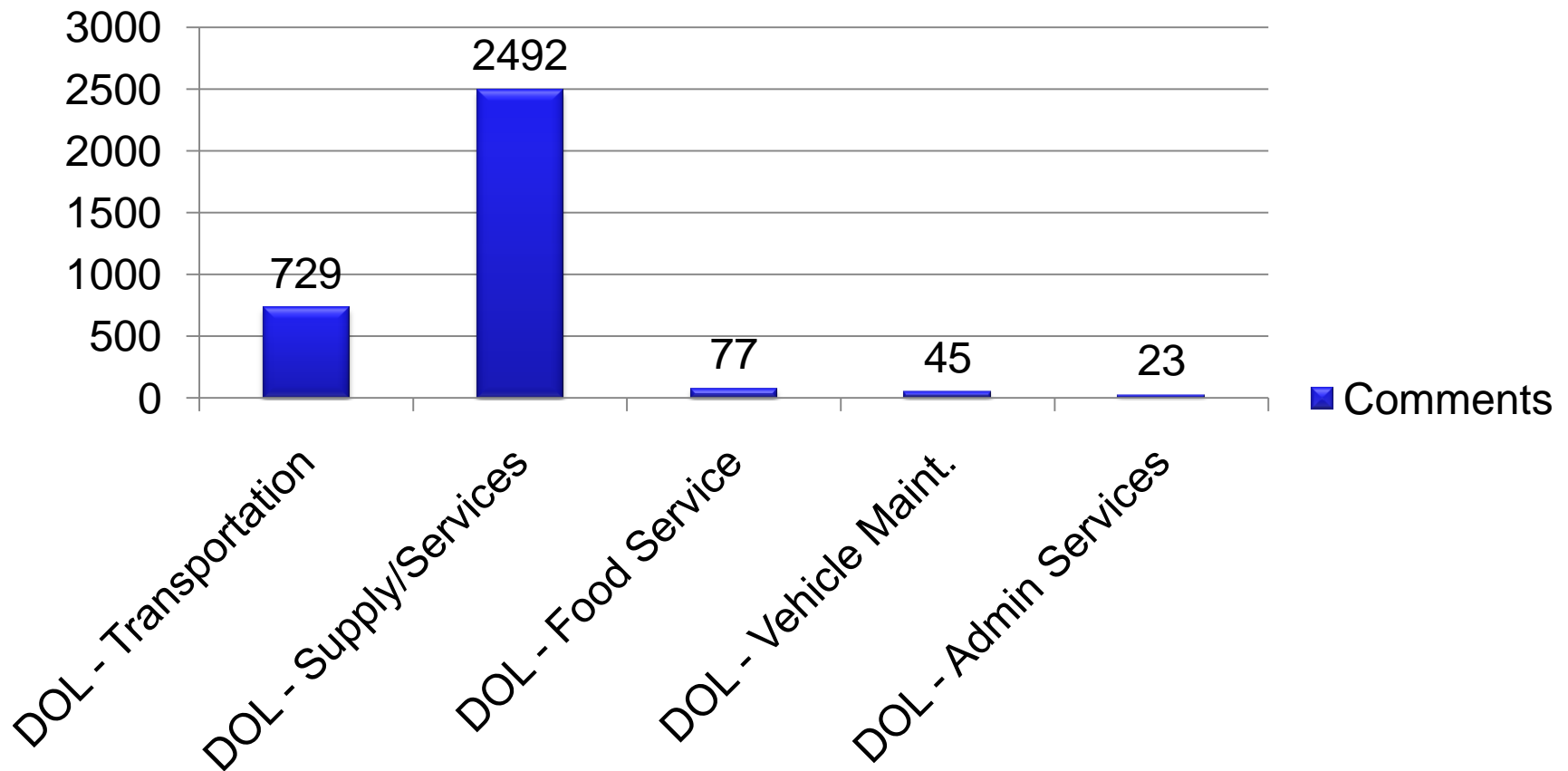




Breakdown of ICE Comments by Service Provider

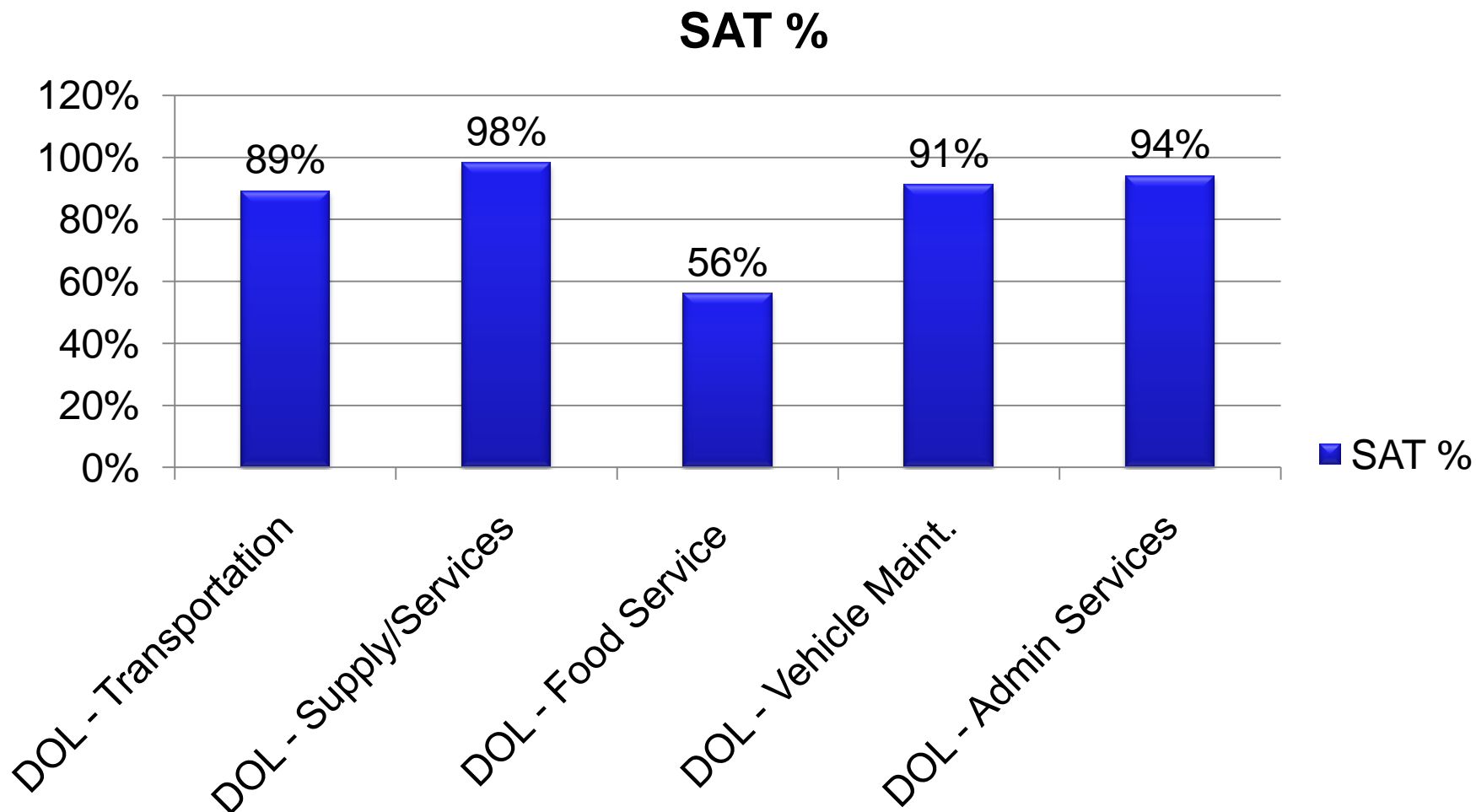


Comments





Breakdown of ICE Comments by Service Provider

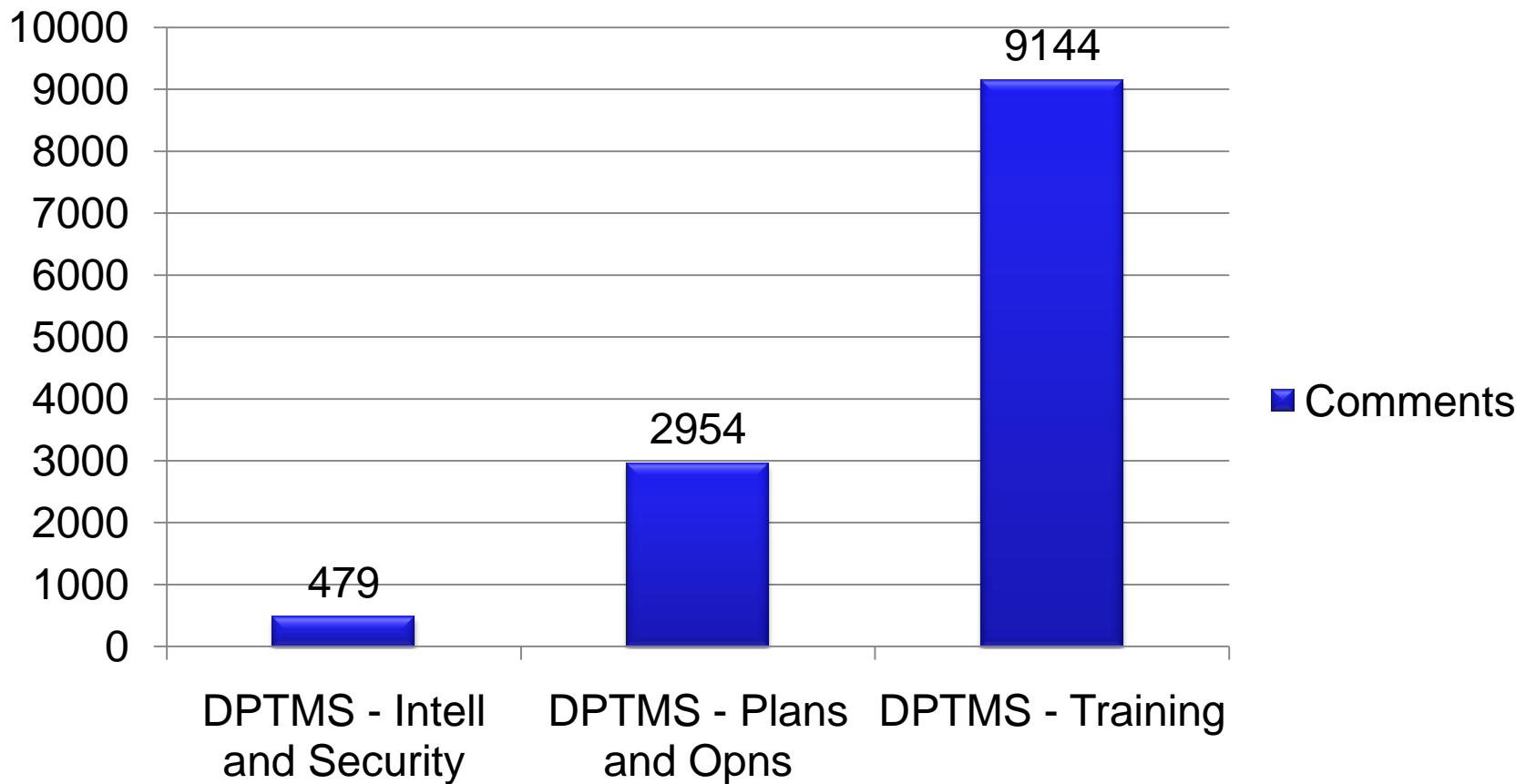




Breakdown of ICE Comments by Service Provider

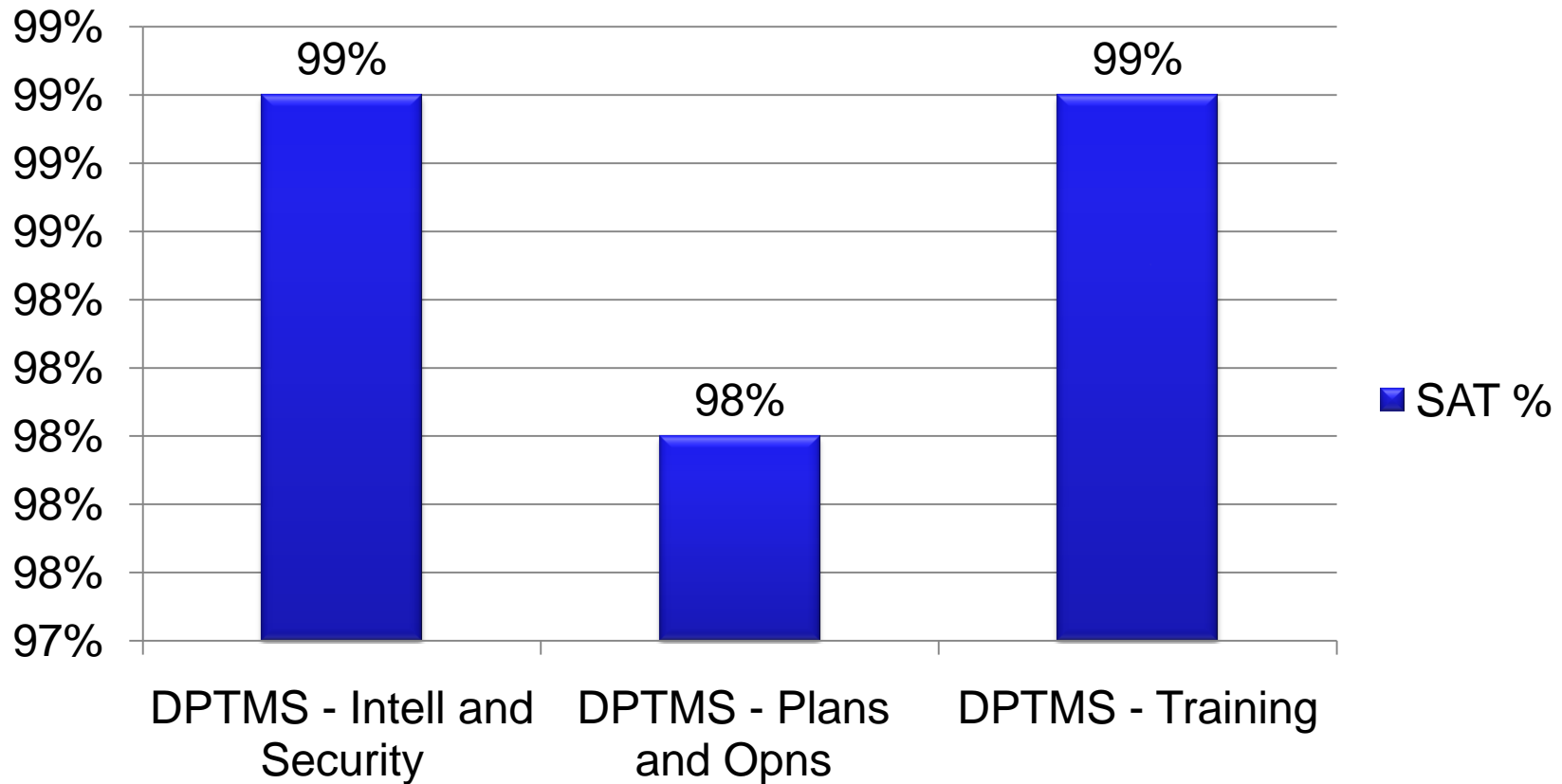


Comments





SAT %

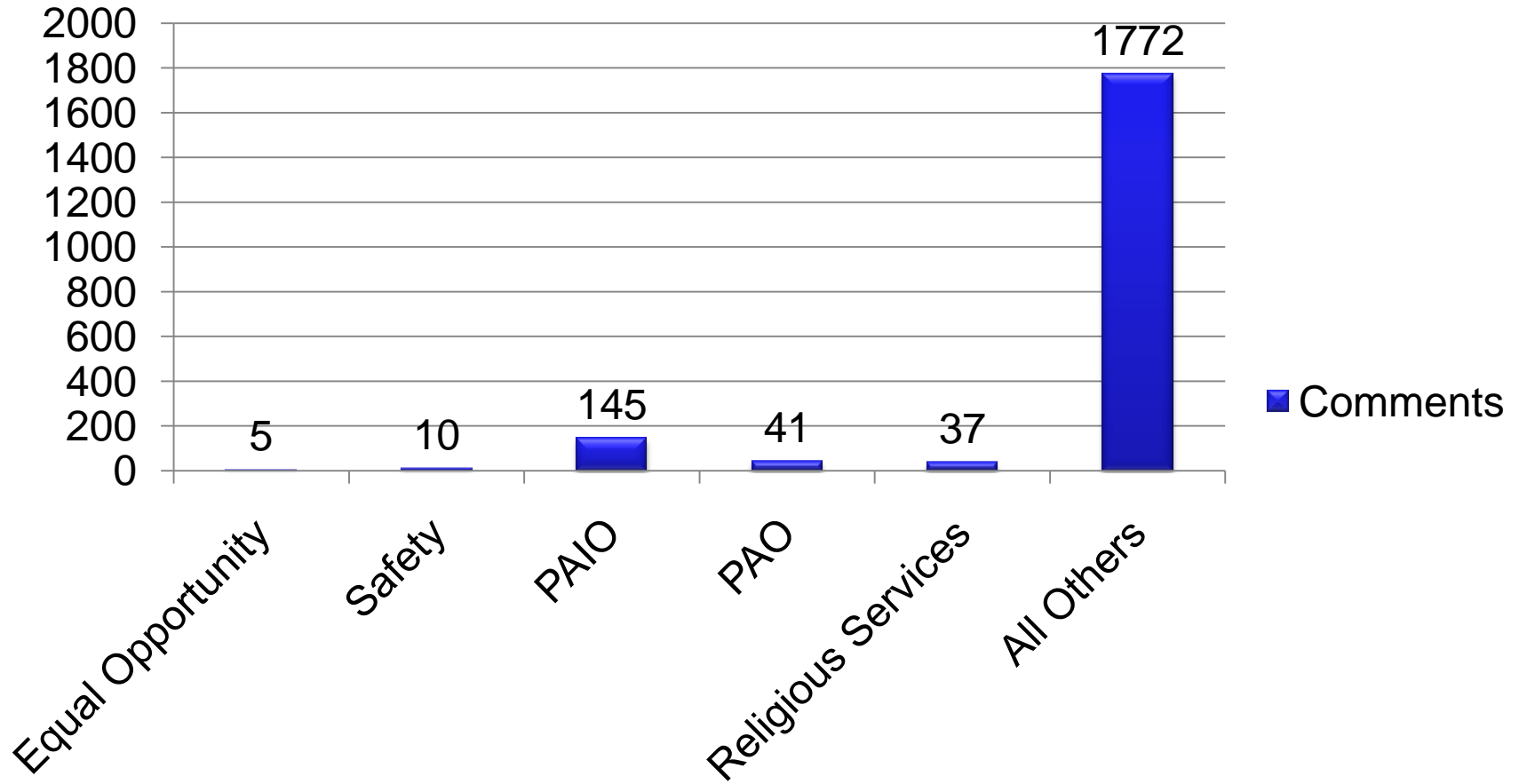




Breakdown of ICE Comments by Service Provider



Comments

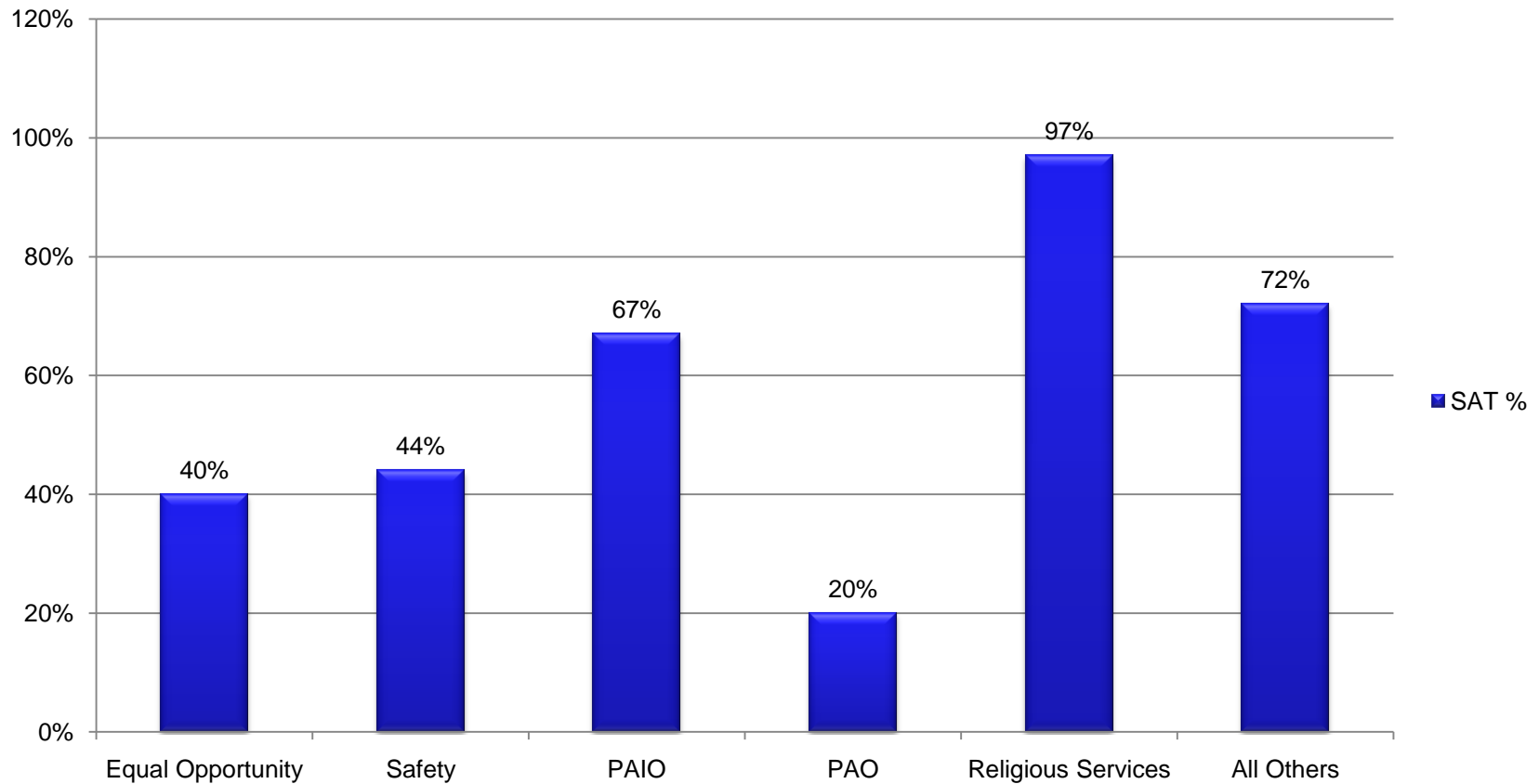




Breakdown of ICE Comments by Service Provider



SAT %

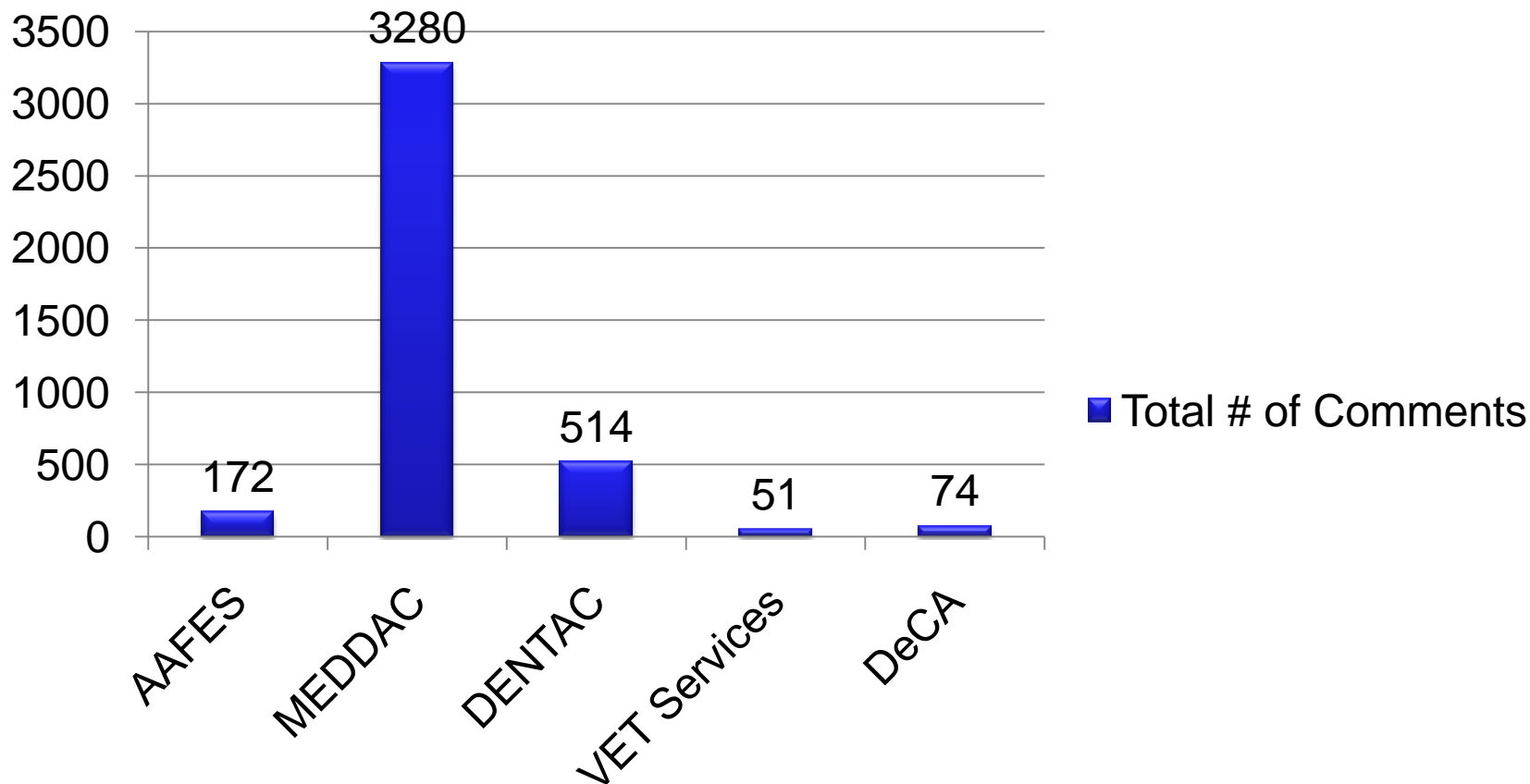




Breakdown of ICE Comments by Service Provider



Total # of Comments

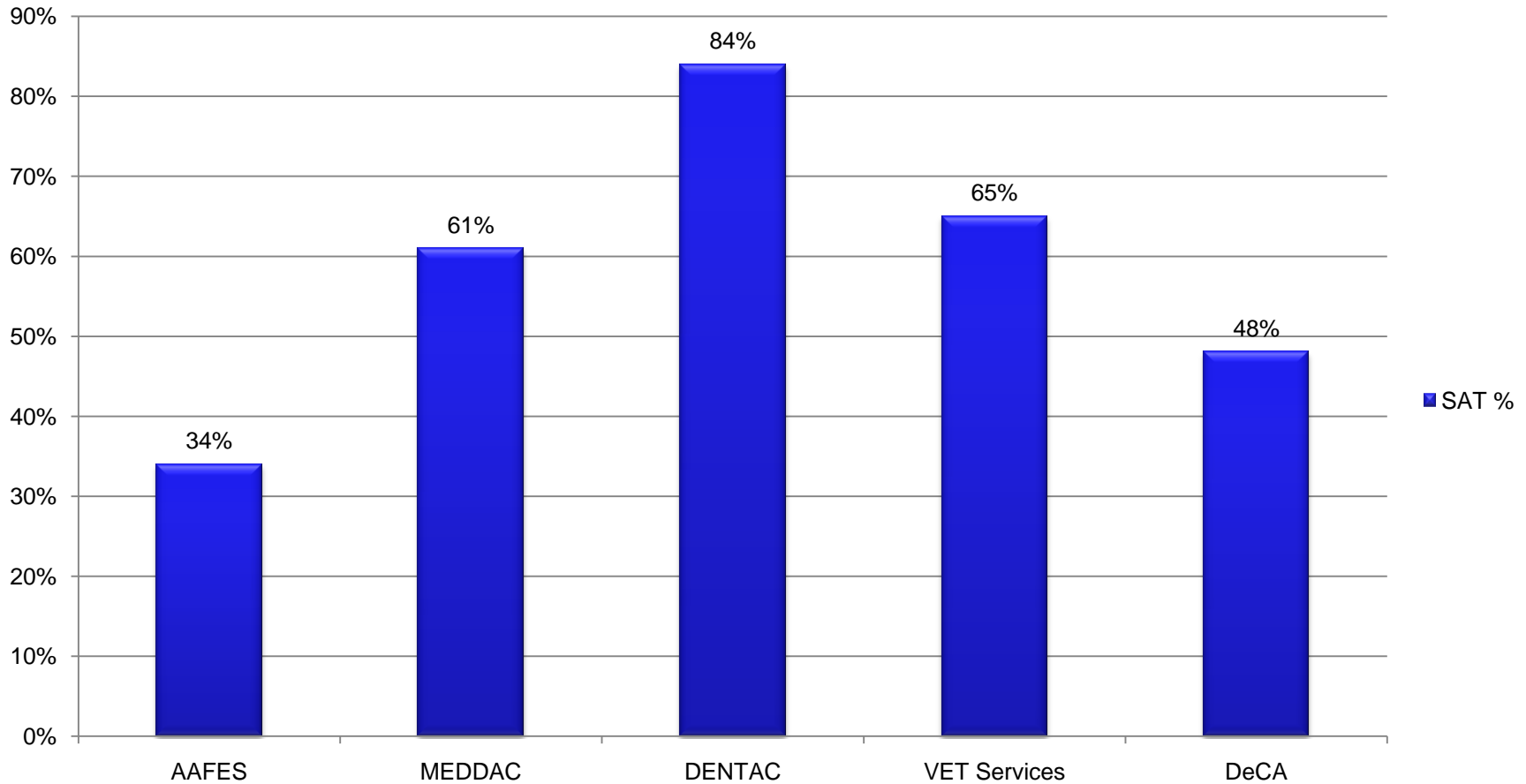




Breakdown of ICE Comments by Service Provider



SAT %





Improved Success of the ICE Program



Actions that impact customer satisfaction ratings:

- The ICE Service Provider Manager Training Program is conducted monthly, trains ICE navigation & responding to customer concerns in person, on the phone, via email and on the ICE System.
- PAIO has partnered with DHR to teach ISO the CLDP Program, which exposes senior supervisors on the importance of ICE to their organization and what role they have in the program.
- The ICE Award's Program has increased customer service awareness and has instilled a competitive spirit with various service providers.
- Promoting visibility of the ICE Program is done through promotional items (brochures, posters, give-a-ways, etc,) that are given through events such as the CSC and Hood Howdy.
- We continue to keep the public informed via phantom distro and periodic briefings during the Community Services Council Meeting.
- ICE kiosks have enhanced our customer's ability to submit online ICE comment cards.



The Way Ahead for the ICE Program



Sustainment of the ICE Program

- The ICE Service Provider Manager Training Program will continue on a monthly or an as needed basis.
- Continued participation in the CLDP Program will enhance customer service initiatives and promote awareness of the program with senior supervisors.
- ICE Award's Program: The Monthly program will continue as well as participation in the Quarterly Hood Hero Award's Recognition Program.
- ICE Promotional Material will continue to be used to increase/maintain visibility of the ICE program at various events and functions on Fort Hood.
- Keeping the public informed. The use of forums such as the CSC, phantom distro and the Sentinel will continue to be used to publicize the ICE Program.
- Future of ICE: IMCOM is working with ICE to increase the analysis capability (statistical analysis) by aligning ICE services with CLS.



QUESTIONS??

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